



# Issues to Watch

A resource for state partners compiled  
by the check-off funded Issues and  
Reputation Management Team





# Background

- This deck includes information on a variety of books, movies and miscellaneous items that are cited or used as factual information by those who have an alternative view of modern or conventional agriculture.
- You can use these slides in a presentation to provide an example of media coverage on hot topics relative to smaller issues.
- These slides can also assist you in determining what resources you should use to address the information in the book/movie/commercial.





# MOVIES & TV

At the end of this section is a slide about *Farmland*, which can help provide perspective about the national reach of some of the pieces in this section





# Fed Up (2014)

- Synopsis: Documentary about childhood obesity and the role of our food supply in combatting the obesity epidemic
- Reach/distribution: July 2014 – currently showing in several theaters on the east and west coast – more than 25 venues planned in coming weeks





# Fed Up (2014)

- Media coverage/social impressions:  
Approximately 5K mentions; 8.4M impressions since June 1, 2014
- Social media properties:
  - Twitter: @fedupmovie 11.8K followers
  - Facebook: 95K likes
- Recommended resources: FAB post [Fallacy of Big Beef](#) and [Today's Beef Choices](#) fact sheet
- Checkoff point of contact: N/A





# Cowspiracy (2014)

- Synopsis: Focuses on sustainability and “the use of animals in an industry that is a source of profound ecological destruction.”
- Reach/distribution: Film has been shown in several small venues and has 15 upcoming screening dates on both the east and west coasts.





# Cowspiracy (2014)

- Media coverage/social impressions: 1.5K mentions and 1.9M impressions since 06/01/14

Coming to DVD in mid-November 2014

- Social media properties:
  - Twitter: @cowspiracy 920 followers
  - Facebook: 8.5K likes
- Recommended resources: [Sustainability assessment](#), FAB posts [Reality of Water Management](#), [Meatless Mondays](#)
- Checkoff point of contact: Daren Williams







# Resistance (2014)

- Synopsis: Strives to uncover the ‘pandemic’ of antibiotic resistance due to the use of antibiotics on farms
- Reach/distribution: Screenings have taken place/are scheduled in New York, Washington DC, Denver, Pittsburgh, Cincinnati, Nashville, Minneapolis, Kansas City, San Francisco and several more major DMAs







# Resistance (2014)

- Media coverage/social impressions: Since 01/01/14, 13 mentions; 30K impressions
- Social media properties:
  - Twitter: no Twitter
  - Facebook: 620 likes
- Recommended resources: FAB [antibiotics fact sheet](#), FAB posts [Drugs in Meat](#), [Antibiotic Use](#); AHI [Myths vs Facts](#)
- Checkoff point of contact: N/A





# Food Inc (2009)

- Synopsis: An unflattering look at America's 'factory farming' controlled food industry. Lots of emphasis on 'Big Ag'
- Reach/distribution: Oscar nominated. Very well-known film





# Food Inc (2009)

- Media coverage/social impressions:
- Social media properties:
  - Twitter: @foodincmovie 253 followers
  - Facebook: 1.4M likes
- Recommended resources: FAB posts [Fallacy of Big Beef](#), [What Cattle Eat](#), FAB posts [Drugs in Meat](#), [Antibiotic Use](#), AHI [Myths vs Facts](#)
- Checkoff point of contact: Daren Williams, Season Solorio, Brandi Buzzard Frobose





# Chipotle Farmed & Dangerous (2014)

- Synopsis: A satirical look at how corporations control food production and mislead consumers.
- Reach/distribution: Streamed on Hulu and easily accessible by anyone with internet access. Viewed nationwide





# Chipotle Farmed & Dangerous (2014)

- Media coverage/social impressions: 13K mentions and 84.2M impressions since 01/01/14
- Social media properties:
  - Twitter: none
  - Facebook: none
- Recommended resources: FAB posts [Fallacy of Big Beef](#), [What Cattle Eat](#); [Drugs in Meat](#), [Antibiotics Use](#), AHI [Myths vs Facts](#)
- Checkoff point of contact: Season Solorio, Daren Williams, Brandi Buzzard Frobose, Nikki Richardson, Joe Hansen





# Chipotle Scarecrow (2013)

- Synopsis: TV commercial that seeks to unveil how corporations control food – contains antibiotics/hormone inferences and is very anti- “factory farming.”
- Reach/distribution: Nationwide exposure; major DMA markets





# Chipotle Scarecrow (2013)

- Media coverage/social impressions: 2K mentions and 4.6M impressions since 01/01/14
- Social media properties:
  - Twitter: none
  - Facebook: none
- Recommended resources: FAB posts [Fallacy of Big Beef](#), [Antibiotics Use](#), [Drugs in Meat](#), [antibiotic fact sheet](#), AHI [Myths vs Facts](#)
- Checkoff point of contact: Season Solorio, Daren Williams, Brandi Buzzard Frobose, Nikki Richardson, Joe Hansen







# **PBS Frontline: Hunting the Nightmare Bacteria (2013-2014)**

- Synopsis: Discusses antibiotic resistance at length
- Reach/distribution: Emmy nominated; the series has an extensive viewership





# PBS Frontline: Hunting the Nightmare Bacteria (2013-2014)

- Media coverage/social impressions: unquantified
- Social media properties:
  - Twitter: @frontlinepbs 96.5K followers
  - Facebook: 11.9K likes
- Recommended resources: [FAB antibiotics fact sheet](#), FAB posts [Drugs in Meat](#), [Antibiotic Use](#), AHI [Myths vs Facts](#)
- Checkoff point of contact: Season Solorio, Joe Hansen





# The Ghosts in Our Machine (2013)

- Synopsis: Offers an in-depth view of the perceived pain that animals experience living in “the machine of the modern world.” Food, fashion, entertainment and research are also addressed.
- Reach/distribution: Was shown in NY, LA, Washington DC, Cleveland, OH; Tampa, FL; Portland, OR as well as upcoming date in Florida, New Jersey and North Carolina





# The Ghosts in Our Machine (2013)

- Media coverage/social impressions: 2K mentions and 3.9M impressions since 01/01/14
- Social media properties:
  - Twitter: @ghostsmovie 2.7K followers
  - Facebook: 22.6 likes
- Recommended resources: FAB posts [Fallacy of Big Beef](#), [What Cattle Eat](#), [Do Cattle Feedlots Force Feed Corn](#), [Beef Community fact sheet](#)
- Checkoff point of contact: Joe Hansen





# Hanna Ranch (2014)

- Synopsis: Story of three generations of family on a Colorado ranch. Story centers on Kirk Hanna and the ongoing story of his wife and daughters
- Reach/distribution: Several screenings have taken place in Colorado, Texas, New York, California and Oregon





# Hanna Ranch (2014)

- Media coverage/social impressions: little to none
- Social media properties:
  - Twitter: @hannaranchmovie 295 followers
  - Facebook: 555 likes
- Recommended resources: FAB posts [Is grass-finished beef better?](#), [Fallacy of Big Beef](#)
- Checkoff point of contact: N/A





# The Meatrix (2003)

- Synopsis: Spoof of 'The Matrix' that discusses the methods by which corporations are taking over family farms.
- Reach/distribution: Unquantified







# The Meatrix (2003)

- Media coverage/social impressions:  
Unquantified
- Social media properties:
  - Twitter: @eatsustainable 33.8K followers
  - Facebook: 1.6K likes
- Recommended resources: FAB post [Fallacy of Big Beef](#), [Beef Community fact sheet](#)
- Checkoff point of contact: Daren Williams, Maddy Ruble





# Farmageddon (2010)

- Synopsis: Story of a mom whose son “healed from all allergies and asthma after consuming raw milk and real food from farms.” Very anti- “Big Ag”
- Reach/distribution: Movie is available on Netflix and had nationwide screenings; also a screening in Berlin, Germany in 2013





# Farmageddon (2010)

- Media coverage/social impressions:  
Unquantified
- Social media properties:
  - Twitter: @kristincanty (Director) 2.3K followers
  - Facebook: 48.2K likes
- Recommended resources: FAB post [Fallacy of Big Beef](#), [Beef Community fact sheet](#)
- Checkoff point of contact: Maddy Ruble





# Fresh (2009)

- Synopsis: Organic and niche farmers explain how consumers can still get healthy, fresh and organic food instead of eating food from corporations that “is less than hygienic.”
- Reach/distribution: Unquantified





# Fresh (2009)

- Media coverage/social impressions:  
Unquantified
- Social media properties:
  - Twitter: @freshthemovie 4.7K followers
  - Facebook: 42K likes
- Recommended resources: FAB post [Fallacy of Big Beef](#), [Beef Community fact sheet](#), [Today's Beef Choices fact sheet](#)
- Checkoff point of contact: N/A





# Samsara (2011)

- Synopsis: Film examines various topics such as disaster zones, industrial systems (in this case poultry production) and natural wonders.
- Reach/distribution: Won 'Best Documentary' at Dublin International Film Festival. Nominated in several other festivals for Best Documentary.





# Samsara (2011)

- Media coverage/social impressions:  
Unquantified
- Social media properties:
  - Twitter: @samsarafilm 6K followers
  - Facebook: 23K likes
- Recommended resources: FAB post [Fallacy of Big Beef](#), [Beef Community fact sheet](#), [Preventing Animal Abuse fact sheet](#)
- Checkoff point of contact: Maddy Ruble







# Inside Secret America – National Geographic (2013 segment)

- Synopsis: Investigative journalists look at various topics in American life – this segment addressed “Ag-gag” laws and undercover videos on farms.
- Reach/distribution: Viral media attention was not garnered – the night the segment aired there was some moderate social conversation





# Inside Secret America – National Geographic (2013 segment)

- Media coverage/social impressions: Moderate amount of social media attention
- Social media properties:
  - Twitter: none
  - Facebook: none
- Recommended resources: [Beef Community fact sheet](#), [Preventing Animal Abuse fact sheet](#), FAB posts [Fallacy of Big Beef](#), [What Cattle Eat](#), AHI [Myths vs Facts](#)
- Checkoff point of contact: Season Solorio





# Earthlings (2005)

- Synopsis: Used hidden cameras to chronicle “the day-to-day practices of the largest industries in the world, all of which rely entirely on animals for profit.” Starred Joaquin Phoenix
- Reach/distribution: Unquantified





# Earthlings (2005)

- Media coverage/social impressions:  
Unquantified
- Social media properties:
  - Twitter: @earthlingsmovie 10K followers
  - Facebook: 219.5K likes
- Recommended resources: FAB posts [Fallacy of Big Beef](#), [What Cattle Eat](#), [Preventing Animal Abuse fact sheet](#), [Beef Community fact sheet](#)
- Checkoff point of contact: Maddy Ruble





# Death on a Factory Farm (2009)

- Synopsis: Investigation into alleged abuses that took place at a hog farm in Ohio. The film follows the undercover investigation of Wiles Hog Farms by the animal rights group the Humane Farming Association (HFA) and the resulting court case against it.
- Reach/distribution: This was an HBO documentary so was viewable by all HBO subscribers.





# Death on a Factory Farm (2009)

- Media coverage/social impressions:  
Unquantified
- Social media properties:
  - Twitter: none
  - Facebook: 1.2K likes
- Recommended resources: FAB post [Fallacy of Big Beef](#), [Preventing Animal Abuse fact sheet](#), [Beef Community fact sheet](#)
- Checkoff point of contact: N/A







# A Cow At My Table (1998)

- Synopsis: Documentary that investigated Western attitudes towards farm animals and meat. Covers conflict between animal rights groups and the meat industry
- Reach/distribution: Unquantified







# A Cow At My Table (1998)

- Media coverage/social impressions: Prior to social media/unquantified
- Social media properties:
  - Twitter: none
  - Facebook: 65 likes
- Recommended resources: FAB posts [Fallacy of Big Beef](#), [What Cattle Eat](#), [Beef Community fact sheet](#), [Preventing Animal Abuse fact sheet](#)
- Checkoff point of contact: Maddy Ruble





# Meet Your Meat (2012)

- Synopsis: Very short YouTube film starring Alec Baldwin that was designed to show what “intensive animal farming is really about.”
- Reach/distribution: The video has 129,000 views on the Peta YouTube page





# Meet Your Meat (2012)

- Media coverage/social impressions: 129K views on YouTube page
- Social media properties:
  - Twitter: none
  - Facebook: 3.1K likes
- Recommended resources: FAB posts [Fallacy of Big Beef](#), [What Cattle Eat](#), [Preventing Animal Abuse fact sheet](#), [Beef Community fact sheet](#)
- Checkoff point of contact: Maddy Ruble





# Your Mommy Kills Animals (2007)

- Synopsis: A look at the animal rights movement and the FBI's declaration calling them the number one domestic terror threat in the United States.
- Reach/distribution: Unquantified





# Your Mommy Kills Animals (2007)

- Media coverage/social impressions:  
Unquantified
- Social media properties:
  - Twitter: none
  - Facebook: 341 likes
- Recommended resources: FAB post [Fallacy of Big Beef](#), [Preventing Animal Abuse fact sheet](#), [Beef Community fact sheet](#)
- Checkoff point of contact: Maddy Ruble





# American Meat (2013)

- Synopsis: First discusses how American meat production arrived at the place it is now then shares the stories of farmers across the country who have started grass-based farms and other niche type production systems. Stars Joel Salatin and also includes Steve Ells (Chipotle)
- Reach/distribution: Completed a Young Farmers Screening series that took place at universities, colleges, agricultural high-schools and FFA chapters around the country (more than 150 screenings).





# American Meat (2013)

- Media coverage/social impressions:  
Unquantified
- Social media properties:
  - Twitter: @americanmeat 1.9K followers (heavily utilize #ProFarmer and #ThankAFarmer)
  - Facebook: 7.8K likes
- Recommended resources: [Beef Community fact sheet](#), FAB post [Fallacy of Big Beef](#)
- Checkoff point of contact: Daren Williams







# Food Chains (2014)

- Synopsis: Focuses on conditions and wages of farm workers in the US. The goal is to ensure a dignified life for farm workers and a more humane, transparent food chain. No specific mention of beef.
- Reach/distribution: Set to release in theaters on November 21, 2014





# Food Chains (2014)

- Media coverage/social impressions:  
Unquantified
- Social media properties:
  - Twitter: @FoodChainsFilm 25K followers
  - Facebook: 2,233 likes
- Recommended resources: [Beef Community fact sheet](#), FAB post [Fallacy of Big Beef](#)
- Checkoff point of contact: n/a





# Losing the West (2013)

- Synopsis: The film explores whether cherished Western traditions and the fiercely independent cowboy/ranching lifestyle can survive as they collide with inevitable population growth in the West and its dwindling natural resources.
- Reach/distribution: Screenings currently being scheduled





# Losing the West (2013)

- Media coverage/social impressions:  
Unquantified
- Social media properties:
  - Twitter: @losingthewest 1,767 followers
  - Facebook: 9.5K likes
- Recommended resources: [Beef Community fact sheet](#), FAB post [Fallacy of Big Beef](#)
- Checkoff point of contact: N/A





# Farmland (2014)

- Synopsis: Chronicles the daily lives of six young farmers and their different options; represents most segments of agriculture (organic, conventional, beef, poultry, pork and vegetable)
- Reach/distribution:
  - Shown in more than 170 theaters
  - More than 11,000 tickets sold
  - Shown at 4 film festivals
  - 94% audience rating on film-review site RottenTomatoes.com
  - Hulu and Hulu Plus views from Oct 1 – Oct 31: More than 100K





# Farmland (2014)

- Media coverage/social impressions: 31.6K mentions; 49.1 million impressions since 01/01/14
- Social media properties:
  - Twitter: @farmlandfilm 2.1K followers
  - Facebook: 104.4K likes
- Recommended resources: These figures can give you an idea how other documentaries stack up against *Farmland*





# BOOKS



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# Farmageddon: The True Cost of Cheap Meat (2014)

- Author: Philip Lymbery and Isabel Oakeshott
- Synopsis: Threatens “we are reaching a tipping point as the farming revolution threatens our countryside, health and the quality of our world food supply.”
- Media reaction/spread: Limited coverage and impressions since 01/01/14
- Recommended resources: FAB post "Fallacy of Big Beef"; FAB antibiotic resources, Animal Health Institute “Myths vs. Facts”, FAB Beef Community fact sheet
- Checkoff point of contact: Brandi Buzzard Frobose





# Meat Racket (2014)

- Author: Chris Leonard
- Synopsis: Focuses very much on Tyson and the poultry industry
- Media reaction/spread: 13.8K mentions and 40M impressions since 01/01/14; book tour and TV interviews
- Recommended resources: Very chicken/Tyson oriented; no pre-orchestrated response from beef industry
- Checkoff point of contact: Season Solorio, Joe Hansen





# The Bond: Our Kinship with Animals, Our Call to Defend Them (2011)

- Author: Wayne Pacelle (HSUS)
- Synopsis: Very critical of 'factory farming', puppies mills, circuses, etc.
- Media reaction/spread: Published in 2011 and garnered great reviews from Jane Goodall, John Mackey. 4.5/5 stars on Amazon
- Recommended resources: FAB post [Fallacy of Big Beef](#), [Beef Community fact sheet](#)
- Checkoff point of contact: Brandi Buzzard Frobose





# The Chain: Farm, Factory and the Fate of Our Food

- Author: Ted Genoways
- Synopsis: Very critical of 'factory farming', Ag gag laws, meat and poultry inspection
- Media reaction/spread: Published in Oct. 2014  
Recommended resources: FAB post [Fallacy of Big Beef](#), [Beef Community fact sheet](#), FAB post [The Truth About Undercover Videos](#)
- Checkoff point of contact: Amy Poague





# Defending Beef: The Case for Sustainable Meat Production

- Author: Nicolette Hahn Niman
- Synopsis: Argues that cattle are not inherently bad for Earth and instead that properly managed livestock play an essential role in maintaining grassland ecosystems.
- Media reaction/spread: Minimal thus far
- Recommended resources: [Sustainability assessment](#), FAB post [Is grass-finished beef better?](#) [Fallacy of Big Beef](#), [Beef Community fact sheet](#),
- Checkoff point of contact: Daren Williams





# Gaining Ground

- Author: Forrest Pritchard
- Synopsis: Focuses on sustainable, holistic farming practices. Foreword from Joel Salatin
- Media reaction/spread: Minimal
- Recommended resources: FAB post [Fallacy of Big Beef](#), [Beef Community fact sheet](#)
- Checkoff point of contact: Joe Hansen







# Raise: What 4-H Teaches Seven Million Kids and How Its Lessons Could Change Food and Farming Forever (2014)

- Author: Kiera Butler
- Synopsis: “An on-the-ground account of teens’ concerns with goats, pigs, sheep, proms, and SAT scores is interwoven with a history of 4-H as it solicits corporate donations from firms such as DuPont, Monsanto and Cargill. Her quest takes her from California to Ghana, where she investigates 4-H’s push to expand its programs in the developing world and the corporate partnership that is supporting this expansion” – From Amazon.com
- Media reaction/spread: Book has not yet been released
- Recommended resources: FAB post [Fallacy of Big Beef](#), [Beef Community fact sheet](#)
- Checkoff point of contact: Joe Hansen







# MISCELLANEOUS



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# Beyond Meat

- Alternative meat/protein source
- Media coverage/reaction: 10K impressions and 35M impressions since Jan. 1, 2014
- Recommended resources: FAB [in-vitro meat post](#)





# Modern Meadow

- Alternative meat/protein source
- Media coverage/reaction: Not as much attention as Beyond Meat but garners attention because it falls in the alternative meat area
- Recommended resources: FAB [in-vitro meat post](#)





# Your Mommy Kills Animals

- Comic book
- Media coverage/reaction: Little to none
- Recommended resources: FAB post [Fallacy of Big Beef](#), [Preventing Animal Abuse fact sheet](#), [Beef Community fact sheet](#)





# For More Information

Contact:

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